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CECILIA



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EVALUATION BOARD

Client: Mindhunters - Team 8

Designer: Ninja Turtles - Team 17

BRIEF

Our project is addressed to students who live far from home to study in other cities or countries. We asked ourselves: what can gift them happiness? The answer was: something that connects them to their families and reminds them of the taste of home. So our request is a box that families can send to students, with typical products, to allow them to recreate family recipes.



BACKGROUND



In Italy many students move to bigger cities to attend University, or take part to Erasmus program and finish their studies abroad. Living far from the family, they miss them, but they also miss the taste of their typical food. Students usually share the house with other students. They change food habits, because they can't cook traditional dishes. They make new friendships and they share informations on the places where they come from. In fact they usually share the food that they receive from their families, to allow them to taste their local products and recipes.

REQUIREMENTS

- Easy for parents and grandparents
- Self-explanatory
- Attention to sustainability
- An idea that lasts (subscription to the service)



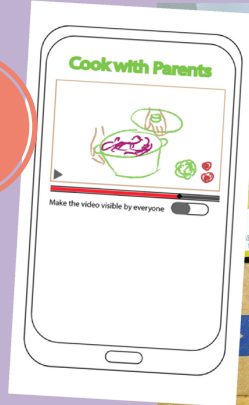
INITIAL DESIGN



Team 17 gave us 3 ideas:

1. An application linked to the pack, that allows parents to send videorecipes;
2. Jars made of different levels to avoid spoiling food;
3. Bottles that prevent leakage of liquids.

Only the first idea was really connected to the theme of gifting happiness, so it's the one that we chosed.



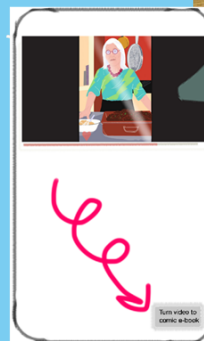
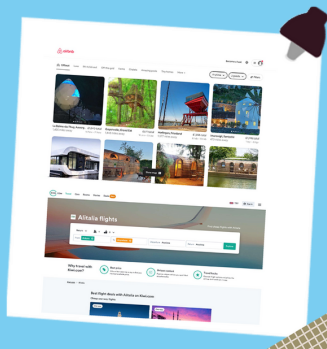
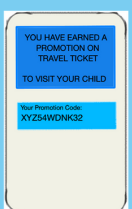
IMPROVED DESIGN



We received two improved ideas:

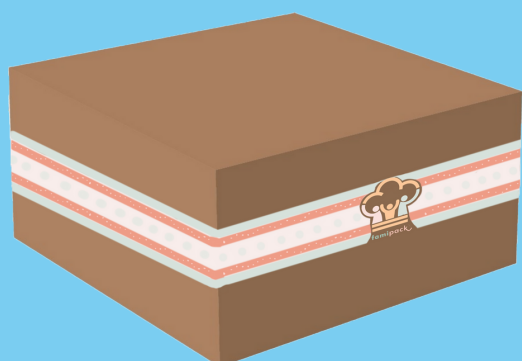
The first was the app linked to the pack that allows parents to send videos of the recipes and allows students to see the recipes and create a cookbok to send to their families.

The second idea was the same app that through some goals, gave promotions on travels or accomodations for the parents, to go to see their sons and daughters.



FINAL DESIGN

The final design provided the app Famipack, that can be used both from students and parents, to send and read recipes. Students get a QR code in the pack with the ingredients and can see on the app the recipe. They also can make a cookbook, after receiving 30 videos, that they send to their families to thank them.

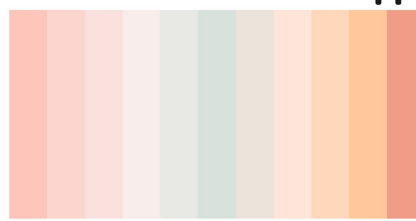


TECHNICAL DRAWINGS

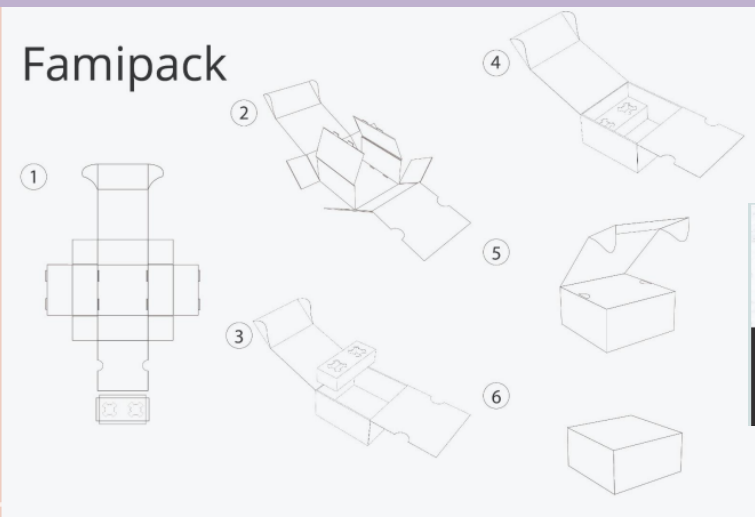
We received the technical drawings for the packaging and for the app. We also got some hints for the cookbook.



Color Palette of the App



Famipack



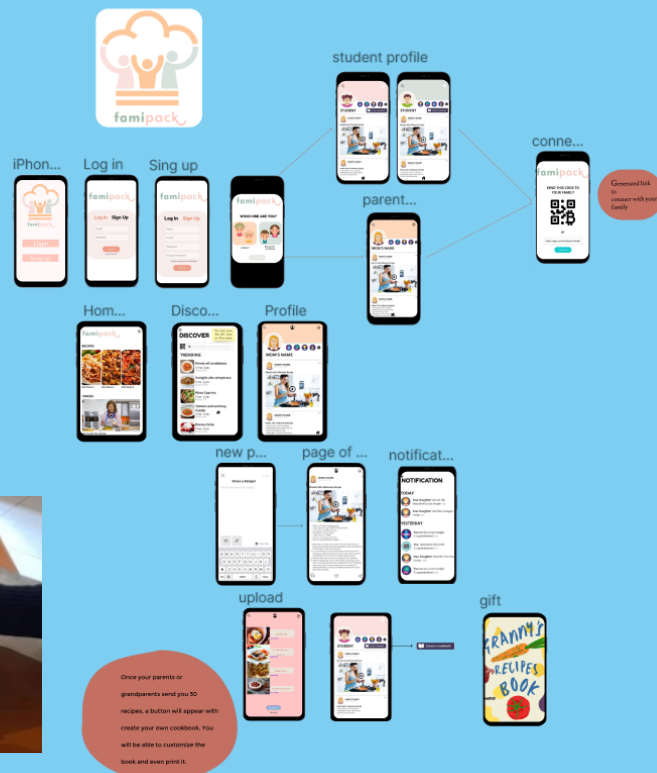
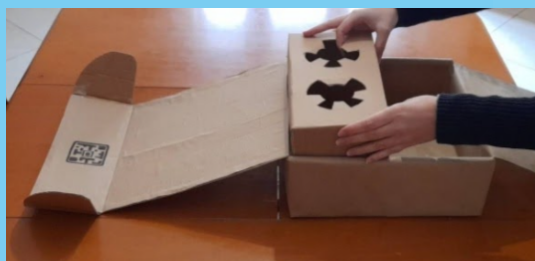
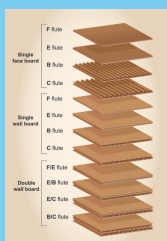
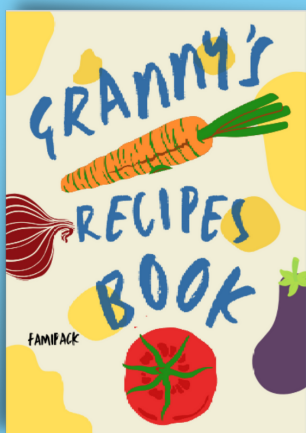
PROTOTYPING



We built the physical prototype of the box, following all the instructions about materials and design, but it was a bit small for our Italian standards!

We also made the app, via Figma, with all the parts required, including the one that allows to create the cookbook.

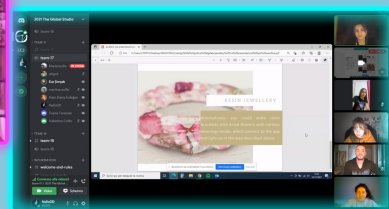
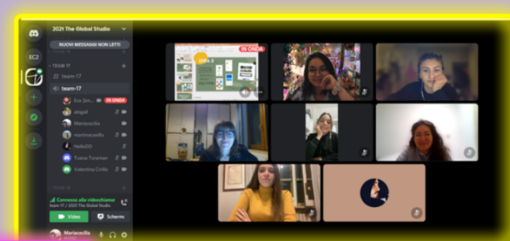
Then we made a cover for the cookbook and used all our prototypes to record the video of the spot.



COMMUNICATION



Our communication with team 17 was pretty good, we were connected through our blogs and also we had chat and meeting on Discord. In general we didn't have any problems in understanding each others, but we often encountered problems with deadlines, in fact we had to encourage Team 17 to respect them.



OVERALL FEEDBACK



This course gave us the chance to understand how design is made. We appreciated that the other team had a different background, allowing us to have a wider vision of the projects. The lessons were very interesting and taught us different tools that have been useful to the design process and will be a part of our knowledge. We had the chance to face with a different culture and did our best to design something that was useful but respectful.

thank you